

# **Heritage Site Stewards Conference**

Using Volunteers to Protect, Manage, and Enhance Cultural Resources



## **Volunteers & Fundraising**

**Four Corners Heritage Council**

**October 10-12, 2001**

**Blanding Arts & Events Center, College of Easter Utah**

# Volunteering Stats



- 67% of 35-44 year olds; 63% of 45-54 year-olds volunteer 3.7-3.8 hours each week
- 46% of 18-24 year olds volunteer 3 hours per week. Up from 38% a year earlier.
- Volunteering is still more significant among women (62%) than men (49%).
- College graduates are 50-60% more likely to volunteer than those with a high school diploma.

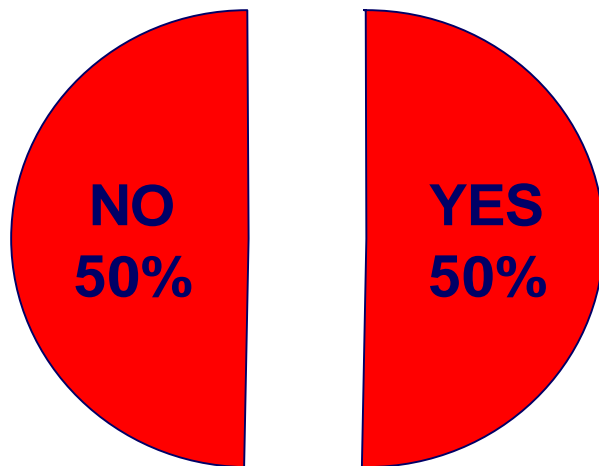
# Volunteer Stats



- Volunteering is increasing in all groups. Increases from '95-'98:
  - women, up 10%
  - African-Americans, up 11%
  - Hispanic, up 6%
  - divorced/separated, up 12%
  - part-time workers, up 13%
  - unemployed, up 10%
- How much of this data informs your program plan?

# Volunteering: The Importance of Asking

Where you asked to volunteer  
in the past?



- Three ways of learning about volunteer activities are consistent over the last decade:
  - asked by someone
  - through participation in an organization
  - through a family member or relative
- Percentage of people who volunteer when not asked?
  - 22.3%
- Percentage of people who volunteer when asked?
  - 89.5%

# Volunteering

## The Importance of Asking



### ■ Who asked?

- a friend (50%)
- someone at their religious establishment (32%)
- a family member or relative (19%)
- someone at work (12%)

### ■ When they learned through participation in an organization:

- place of worship (56%)
- workplace or employer (24%)
- school or college (15%)
- service club or professional association (13%)

# Giving



## ■ Reasons for Giving

- being personally asked by someone they knew well (77%) (*2x as likely to give!*)
- volunteer (63%)
- reading or hearing a news story (47%)
- being asked at work to give (46%)

## ■ Reasons for Not

- could not afford to (69%)
- making less money than last year (47%)
- rather spend in other ways (46%)
- unsure about job in future (39%)
- being asked to give at work (46%)

# Giving



- 41% intend to itemize and give an average of 2.1% of household income.
- Non-itemizers give less than half the average gift of itemizers, 1.7% of household income.

## ■ \$40,000

- 2.1% = \$ 840
- 1.7% = \$ 680

## ■ \$60,000

- 2.1% = \$1,260
- 1.7% = \$1,020

## ■ \$100,000

- 2.1% = \$2,100
- 1.7% = \$1,700

# Giving



- In 1998, only 1% of contributors used the internet to make a contribution.
  - 84% gave food/clothing
  - 80% purchased goods or services sold by an organization
  - 79% gave cash
- While a lower percentage of lower income households reported contributions, they gave a higher percentage. (5.25% for incomes under \$10K vs 2.2% for household incomes  $\geq$  \$100K.)

# Giving



- Funding from households has always been uneven and has fluctuated greatly. This makes it unreliable and expensive to fundraise from the *general* public. Rather look for opportunities to promote uniqueness and collaborate with others on common causes.

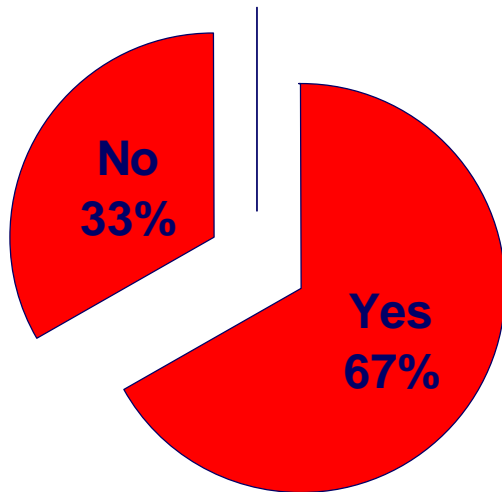
# Giving



- Who holds the wealth?
  - 1% of Americans people hold more wealth than the bottom 92% combined.
  - Some corporations have larger budgets than some countries.
- The baby boom generation is expected to inherit \$10 trillion in the next 30 years--the largest transfer of wealth ever.

# Giving

## The Importance of Asking



■ Have you been asked to give in the past year?

■ Percentage contributing when someone asked: 80.9%

■ Percentage that contributed when no one asked: 50.2%

# Relationship Between Giving & Volunteering



- Trend: **Volunteers give more than non-volunteers.**  
(47% of households w/a volunteer gave an average of 2.5% of their income compared with 23% of households that contributed but did not volunteer.) Contributing households in which the respondent volunteered gave 72% of total household contributions in 1987, 84% in 1998.
- Trend: As the percentage of volunteers increased, giving rose, and in times of economic recession or uncertainty giving did not decline as significantly. (In 1998, volunteers reported average household contributions of \$1,339, compared with \$524 for non-volunteers. Overall volunteers reported an average increase of 2-4 times. )

# What Volunteers Want



- Important (meaningful) work.
- A strong, clear organizational structure that allows them to “make their volunteer contribution”.
- An identity.
- Affiliation (belonging, a place of respect) with the “family” of the sponsoring organization.
- The opportunity to be involved in program leadership.
- Training (development) and education (personal learning) opportunities to learn and grow.
- Opportunities to socialize with others of a like mind.
- Fun.
- Recognition.

# What Donors Want



- A worthy (meaningful) endeavor.
- A strategic plan (A “big idea” is fine--even great--but the strategy for success must be sophisticated, well developed, and clearly articulated.)
- Confidence in staff and volunteer leadership.
- Partnership and collaboration--links to many.
- Diversified giving opportunities--lots of ways to give.
- Sustainability over the long haul.
- Continued involvement, connection.
- Recognition.

# Etceteras



- Volunteering is all about building community. There are lots of transferable fields... check out Assets Based Community Development
- Social Entrepreneuring
- Social Ecology ([www.naturalborders.com](http://www.naturalborders.com))
- Heritage Tourism
- Non-profit "Digital Divide"
- Individual-centered facilitation. (*Ripples on the Zambezi*, Ernesto Sirolli)

# End Notes



■ Statistics from:

Independent Sector at  
[www.indepsec.org](http://www.indepsec.org)

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